



Class: M.Com. Part II – Semester IV

Date:

Time: 90 minutes

(2) Figures to the right indicate full marks.

10 marks

- Page 1 of 2

11. _____ refers to pattern of advertisements in a media schedule.
- a) Reach b) TRP
c) GRP d) Continuity
12. Promoting a product that is legally restricted to advertise directly (like cigarettes or alcohol) by promoting a substitute product, such advertising is called as _____ advertising.
- a) Puffery b) Deceptive
c) Traditional d) Surrogate

Q.2) Explain the terms (Any 5 out of 8)

10 marks

1. Creative boutique
2. Integrated marketing communication
3. In-flight advertising
4. Email marketing
5. Advertising copy
6. Recall test
7. Frequency
8. Percentage of Profit method

Q.3) Theory Questions (Any 2 out of 3)

20 marks

1. Explain the reasons for losing client by advertising agency.
2. Explain Hierarchy of Effect model.
3. Elaborate the social issues in advertising.



12/2/24
1 correction
Q: 3 (B)

PARLE TILAK VIDYALAYA ASSOCIATION'S
M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST),
MUMBAI – 400 057
CLASS TEST

Class: M.Com. Part II – Semester IV

Sub: Corporate Financial Accounting

Date: _____

Max Marks: 40

Time: 90 minutes

Instructions: (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1) Multiple Choice Questions (Any 10 out of 12)

10 marks

1. Capitalised value of Super profit = Super profit * 100 / _____
a) rate of return on capital employed b) rate of dividend
c) Normal rate of return d) rate of gross profit
2. Normal Profit is _____
a) Average profit earned b) Profit earned by similar companies
c) standard profit earned d) Extra profit earned
3. Goodwill is valued when _____
a) goods are sold b) Ownership of business is changed
c) goods are purchased d) organisation earns huge profit
4. The Value of shares under the Yield Method = Expected rate of dividend / Normal rate of dividends
*
_____ a) 100 b) paid-up value of shares
c) Unpaid value of shares d) Normal rate of return
5. While preparing consolidated balance sheet of Holding company, _____ of subsidiary company does not appear anywhere in the consolidated balance sheet
a) Fixed Assets b) Current assets
c) Equity shares owned by Holding company d) Current liabilities
6. Consolidation of financial statement is done as per the provisions of _____
a) AS21 b) AS23
c) AS33 d) AS108
7. Cost of Investment lesser than the value of share of carrying amount of equity of subsidiary, results into _____
a) Security Premium b) Capital Reserve
c) Goodwill d) fictitious assets
8. Increase in Fixed Asset on revaluation to be _____
a) deducted from Capital profit b) deducted from Revenue profit
c) added to revenue profit d) added to Capital profit
9. Post acquisition dividend received by the holding company is _____
a) credited to Profit & loss a/c b) debited to Profit & loss a/c
c) credited to Investment a/c d) debited to Investment a/c
10. Super profit is _____
a) Normal profit b) Actual Profit
c) Future Profit d) Excess of average profit over normal profit
11. According to which of the following accounting concepts consolidated financial statements are prepared when a parent-subsidary relationship exists _____
a) Going concern b) Cost
c) Periodicity d) Business entity
12. Decrease in depreciation on revaluation to be _____
a) deducted from Capital profit b) deducted from Revenue profit
c) added to revenue profit d) added to Capital profit

Q.2) Explain the terms (Any 5 out of 8) 10 marks

- I. Capital employed
- II. Future Maintainable Profit
- III. Capitalised Value of Business
- IV. Normal rate of return
- V. Minority Interest
- VI. Subsidiary Company
- VII. Capital profit in Consolidated financial statement
- VIII. Cost of Control

Q.3) Practical Questions / Theory Questions (Any 2 out of 3) (Ten marks each)**20 marks**

A) The Balance sheet of KK Ltd as on 31st March, 2024 was as follows

Liabilities	Rs.	Assets	Rs.
Equity Shares of Rs.10 each	15,00,000	Premises	7,98,000
9% Preference shares of Rs.10 each	3,00,000	Building	12,60,000
General Reserve	2,55,000	Machinery	3,00,000
Profit & Loss Account	1,68,000	Stock	1,44,000
Loans	7,32,000	Debtors	67,500
Creditors	1,05,000	Banks	5,68,500
Provision for Tax	78,000		
	31,38,000		31,38,000

The Net profit of the company after deducting all working charges and providing depreciation and taxation were as under:

2021-22 Rs.3,00,000

2022-23 Rs.3,45,000

2023-24 Rs 5,25,000

On 31st March, 2023 Building was valued at Rs.15,00,000 and Machinery Rs.9,00,000. The Other assets and liabilities have been valued at book value. Similar type of companies earn at 10% of the value of investments. Consider closing capital as average capital employed and simple average for computing average profit.

You are required to determine:

- (i) Value of goodwill on the basis of four years' purchase of super profit.
- (ii) Intrinsic Value of Equity Shares

B) EE Ltd acquired shares FF Ltd 1st October, 2023. The Balance sheets of the two companies as on 31st March, 2024 were as follows:

Liabilities	EE Ltd	FF Ltd	Assets	EE Ltd	FF Ltd
Equity Share Capital (of Rs.10 each)	12,00,000	3,00,000	Fixed Assets	15,60,000	6,00,000
General Reserve	1,80,000	60,000	Investment(18,000) equity shares in FF Ltd)	3,90,000	nil
Profit & Loss A/c :	2,40,000	1,20,000	Current Assets	3,60,000	2,10,000

correction

-on 1-4-2022	01/04/2024				
-Current year	3,00,000	1,50,000			
Current Liabilities	3,90,000	1,80,000			
	23,10,000	8,10,000		23,10,000	8,10,000

Calculate following data required to prepare consolidated Balance sheet

1. Working of Capital Profit and Revenue profit of EE Ltd
2. Goodwill or Capital reserve
3. Non-controlling Interest (minority interest)
4. Notes to accounts of Share Capital and Reserve & Surplus

C) Write short note on Super Profit method of valuation of Goodwill

Q.3) Answer the Following Questions (Any 2 out of 3)

20 marks

1. State the Merits of Debenture Issue.

2. Madan Mohan Ltd has to make a choice between two projects namely A and B. The initial capital outlay of two projects are Rs. 1,35,000 and Rs. 2,40,000 respectively for A and B. There will be no scrap value at the end of the life of both the projects. The opportunity cost of capital of the company is 16%. The annual incomes are as under:

Year	Project A Rs.	Project B Rs.	Disc. Factor @ 16%
1	-	60,000	0.862
2	30,000	84,000	0.743
3	1,32,000	96,000	0.641
4	84,000	1,02,000	0.552
5	84,000	90,000	0.476

You are required to calculate for each project the Profitability Index.

3. Denmark Productions Ltd wants to introduce a new product with estimated life of 5 years. The Manufacturing equipment will cost Rs 2,50,000 with the scrap value of Rs. 15,000 at the end of 5 years. The working capital requirement is Rs. 20,000 which will be released after 5 years.

The annual cash inflow and PV factor @ 10% are:

Year	PV Factor	Rs.
1	0.909	1,25,000
2	0.826	1,50,000
3	0.751	1,87,500
4	0.683	1,80,000
5	0.621	1,12,500

Evaluate the proposal under Net Present Value Method.



13/4/24

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CLASS TEST

Class: **M.Com. Part II – Semester IV**

Sub: Indirect Tax

Date: _____

Max Marks: 40

Time: 90 minutes

*Instructions: (1) All questions are compulsory.
(2) Figures to the right indicate full marks.*

Q1) Multiple Choice Questions. (any 10 out of 12) (10)

- 1) _____ was the first country to adopt GST as indirect system of taxation.
 - a. France
 - b. Germany
 - c. USA
 - d. India
- 2) What kind of tax can be transferred from one person to another?
 - a. Direct Tax
 - b. Indirect Tax
 - c. Gift tax
 - d. Wealth tax
- 3) Who amongst the following will be considered as the chairman of GST Council?
 - a. Chief Minister of state
 - b. Minister of state revenue
 - c. Union Finance Minister of India
 - d. Union Minister of State
- 4) Which of the following functions are performed by Goods & Service Network (GSTN)?
 - a. Facilitating registration
 - b. Computation & settlement of IGST
 - c. Matching of tax payment details with banking network
 - d. All of the above
- 5) Presently GST law/Act extends to _____.
 - a. All States (except the State of J&K)
 - b. All States as well as all Union territories
 - c. All States (except the State of J&K) and All Union territories
 - d. All States (except the State of Telangana) but including Union territories
- 6) Certain goods and services are exempted from GST, such as _____.
 - a. Luxury cars
 - b. Essential commodities
 - c. High-end electronics
 - d. Imported goods

- 7) The GST Network (GSTN) is responsible for providing the IT infrastructure for GST, including _____ and _____.
- Tax collection, enforcement
 - Tax refunds, incentives
 - Tax rates, exemptions
 - Registration, return filing
- 8) Input Tax Credit (ITC) can be claimed on _____.
- All goods and services
 - Only goods
 - Only services
 - Only capital goods
- 9) ITC can be claimed by a registered person only if they possess a valid _____.
- GST Registration Certificate
 - PAN Card
 - Aadhaar Card
 - TAN Number
- 10) The time limit for claiming ITC for invoices pertaining to a financial year is _____ from the due date of filing annual return or September following the end of the financial year, whichever is earlier.
- 6 months
 - 9 months
 - 12 months
 - 18 months
- 11) Input Tax Credit cannot be availed on _____.
- Blocked credits as specified under GST law
 - Inter-state transactions
 - Intra-state transactions
 - Transactions with unregistered dealers
- 12) If the ITC claimed is found to be in excess of the actual eligible amount, the excess amount will be _____.
- Refunded to the taxpayer
 - Adjusted against future tax liabilities
 - Deducted from the taxpayer's bank account
 - Converted into a penalty

Q2) Answer the following (attempt any 5 out of 8)

(10)

- What is FCM in GST?
- What is GST Council?
- What is RCM in GST?
- What is intra-state supply?
- What is inter-state supply?
- Define India as per Article 1.
- Define IGST.
- Define UTGST.

Q.3) Answer the following: (Answer Any 2)**(20)**

Q.1 Mr. Rohan resident of Mumbai provides you the following information regarding supplies made by him. Determine his eligibility for registration under composition scheme w.r.t relevant Goods and Services Tax Law and give reason for same.

- Intra-State goods Taxable @ 18% (Exclusive of GST) 95,000.
- Intra-State goods wholly exempt under GST 85,000.
- Export made to USA 1,35,000
- Intra-State goods Taxable @ 5% (Exclusive of GST) 8,80,000.
- Intra-State goods Taxable @ 12% (Exclusive of GST) 2,40,000.

Q.2 Determine the place of supply in each of the following giving reasons:

1. Sunny, having registered office in Meerut, imported goods into India from Singapore, which were received at Mumbai Airport.
2. M/s. Siddhi Vinayak CHS Ltd., Surat, placed an order for Installation of Elevator with M/s Otis Elevators. The elevator was installed at the society's building in Surat.
3. Rupali, a Mehendi artist, based in Mumbai, travels to Jodhpur, Rajasthan for an assignment for Bridal Mehendi.
4. M/s. Deepa Enterprises, based in Mumbai, supplied a TATA DTH connection from Tata dish TV Ltd. based in Chennai to Mr. Sandesh in Ayodhya, Uttar Pradesh.
5. M/s. Sonu of Nanded, Maharashtra, sells 20 washing machines to M/s. Himesh of Pali, Rajasthan for delivery at his registered address in Pali.

Q.3 M/s. Gopi developers registered in the state of Karnataka provide the following details for the month of April. Calculate its net next liability for the month of April. Opening balance in electronic credit ledger as of 1st April.

- IGST ₹ 1,20,000
- CGST ₹ 1,00,000
- SGST ₹ 4,000

Transactions during the month	₹
1. Sold goods @ 12% GST to Deepak in Bihar.	11,00,000
2. Sold goods @ 18% GST to Sarita in Rajasthan.	16,00,000
3. Purchased goods @ 5% GST from Maharashtra.	7,00,000
4. Purchased Good @ 20% GST from Karnataka.	5,00,000
5. Provided services @ 18% GST to Amisha in West Bengal.	10,00,000
6. Provided services @ 12% GST to Asha in Bangalore.	14,00,000
7. Availed services @ 18% GST from Assam.	2,00,000
8. Availed services @ 5% GST from Gujarat.	1,00,000



12/4/24

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CLASS TEST

Class: **M.Com. Part II – Semester IV**

Sub: Retail Management

Date: _____

Max Marks: **40**

Time: **90 minutes**

*Instructions: (1) All questions are compulsory.
(2) Figures to the right indicate full marks.*

Q.1) Multiple Choice Questions (Any 10 out of 12)

10 marks

- 1) _____ is an example of co-operative stores.
 - a) Star Bazar
 - b) Apana Bazar
 - c) McDonads
 - c) Shoppers Stop
- 2) Word 'retail' comes from _____ word Retaillier.
 - a) French
 - b) Italian
 - c) German
 - d) Greek
- 3) The Premise on which retailing activity takes place is called a _____.
 - a) Market
 - b) Place
 - b) Store
 - d) None of these
- 4) The Theory of natural selection in retailing is based on the famous theory of _____.
 - a) Philip Kotler
 - b) Charles Darwin
 - c) Smith
 - d) Hollander
- 5) In _____ retailer increases his business by developing new products for new markets.
 - a) Distribution
 - b) Merchandising
 - c) Growth
 - d) Diversification
- 6) _____ is a store rented out to third party.
 - a) Franchisee
 - b) Co-operative Store
 - c) Leased Department
 - d) Supermarket
- 7) Government of India has allowed _____ per cent FDI for single brand retailers
 - a) Forty Nine
 - b) Fifty
 - c) Fifty One
 - d) Hundred
- 8) Accordion Theory was evolved by _____.
 - a) Hollander
 - b) Philip Kotler
 - b) Darwin
 - d) Smith
- 9) _____ is a non-store format of retail.
 - a) Tele Marketing
 - b) Hypermarkets
 - c) Departmental Store
 - d) Supermarkets
- 10) 'Developing Sales Forecast' is the _____ step in the Retail Planning Process.
 - a) First
 - b) Second
 - b) Third
 - d) Last
- 11) _____ is the function of purchasing inputs used in the firm's value chain and not for consumption purchase
 - a) Procurement
 - b) Processing
 - b) Marketing
 - d) Selling

- 12) Retail management loses its competitive edge in the _____ stage.
- a) Growth
 - b) Decline
 - b) Maturity
 - d) Saturation

Q.2) Explain the terms (Any 5 out of 8)

10 marks

- A) Retailing
- B) Departmental Store
- C) Market Segmentation
- D) Theory of Wheel of Retailing
- E) CRM in retailing
- F) Place Utility
- G) Consumer Behaviour
- H) Freestanding Sites

Q.3) Answer the following questions (Any 2 out of 3)

20 marks

- A) Explain the challenges faced by retail sector in India.
- B) Explain Role of Foreign Direct Investment in Indian retailing.
- C) Elaborate on retail planning process.



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057

CLASS TEST

Class: **M.Com. Part II – Semester 4**

Sub: Tourism Management

Date: **13/04/2024**

Max Marks: **40**

Time: **90 minutes**

Instructions: (1) All questions are compulsory.
(2) Figures to the right indicate full marks.

Q.1) Multiple Choice Questions (Any 10 out of 12)

10 marks

1. _____ is not an objective of price setting
 - a. Price leadership
 - b. Pricing and profit stability
 - c. Survival of the organization
 - d. Decrease market share.
2. _____ means going out and visiting places for pleasure and knowledge.
 - a. Tirthatana
 - b. Deshatana
 - c. Paryatana
 - d. Videshatana
3. _____ is not a travel barrier which prevents tourists from travelling.
 - a. Cost
 - b. Time
 - c. Health
 - d. Adventure
4. _____ is a person who make a tour for pleasure and is a sightseeing traveler.
 - a. Tourist
 - b. Tour guide
 - c. Travel guide
 - d. Tour operator
5. _____ tourism involves travelling to naturopathy centers.
 - a. Recreational
 - b. Social
 - c. Medical
 - d. Adventure
6. _____ is not an element of a tourist destination.
 - a. Attraction
 - b. Amenities
 - c. Available package
 - d. Accessibility
7. A country's tourism policy is planned at _____ level
 - a. International
 - b. National
 - c. Local
 - d. State
8. Destination _____ is set of ideas, beliefs and impressions that the person has of a destination.
 - a. Image
 - b. Attitude
 - c. Biased
 - d. Idea
9. _____ tourism is a combination of natural and man-made tourism.
 - a. Spiritual
 - b. Ethnic
 - c. Symbiotic
 - d. Eco
10. _____ is the odd one out from the following.
 - a. Beaches
 - b. Historical monuments
 - c. Museums
 - d. Theme Park

11. _____ is an example of external secondary information.

- a. Suggestion cards
- b. Online reports
- c. guest registration data
- d. Occupation forecasts

12. _____ is an important aspect in tourism marketing.

- a. Customer orientation
- b. Dual core marketing
- c. Integrated marketing
- d. All of the above

Q.2) Explain the terms (Any 5 out of 8)

10 marks

- a. International visitors
- b. Excursionists
- c. Hard Adventure
- d. Artificial adventure environment
- e. Motels
- f. Inn
- g. Tourism oriented product
- h. Cost based pricing

Q.3) Practical Questions / Theory Questions (Any 2 out of 3)

20 marks

- a. Explain the 4 A's of tourism.
- b. What are the importance of tourism marketing?
- c. What are the factors influencing pricing decisions?